

SPONSOR



**JUNE
19-22
2025**

SUMMER *Fest* 2025



**CAMPING • THEMED PARTIES • GAMES • MOVIE NIGHT • OUTDOOR ACTIVITIES
DJS • OPEN BAR • VENDORS • FOOD TRUCK FESTIVAL**

LONE STAR SPEEDWAY

3131 FM 1252 EAST • KILGORE, TEXAS 75662

844-79-URBAN • WWW.URBANEVENTSGLOBAL.COM

PACKAGE

ABOUT URBAN EVENTS GLOBAL

Urban Events Global (UEG) is a leading travel and lifestyle community with a combined social media following of over 500,000 on Facebook, Instagram, and TikTok. Our platform connects culturally diverse urban professionals who are passionate about travel, culture, and adventure. Through events, trips, and community-building initiatives, UEG creates memorable experiences for its global audience. Urban Camp Weekend is UEG's flagship event, bringing together thousands of attendees to celebrate outdoor fun, music, and community. More than just a camping experience, it's a cultural festival where networking, relaxation, and high-energy entertainment collide.



WHY CHOOSE US?



MASSIVE EXPOSURE

- Reach over 500,000 followers across UEG's Facebook, Instagram, and TikTok platforms.
- Promote your brand to a live audience of over 2,000 attendees and a digital audience that engages with event highlights, live streams, and post-event content.



ECONOMIC BENEFITS

- Tourism Boost: Attendees from across the country will bring increased revenue to local hotels, restaurants, and businesses.
- Small Business Exposure: Vendors, food trucks, and artisans connect with a ready-to-spend audience.
- Community Visibility: Elevate East Texas, as a premier destination for cultural and outdoor events.



SOCIAL RESPONSIBILITY

- Support GLOBE, empowering students to explore global opportunities and expand their horizons.

WHAT IS URBAN CAMP WEEKEND?

Urban Camp Weekend is the ultimate outdoor getaway for urban professionals. Designed to combine adventure, music, and culture, the event attracted over 2,000 attendees in 2024 and is expected to grow even larger in 2025.



KEY FEATURES:



CAMPING

- Tents, RVs, and glamping options for all levels of outdoor enthusiasts



THEMED PARTIES

- Glow-in-the-dark celebrations, costume bashes, and more.



OUTDOOR ACTIVITIES

- Kayaking, yoga, ziplining, and team competitions



LIVE ENTERTAINMENT

- DJs, live bands, and engaging hosts keeping the energy high.



FOOD TRUCK FESTIVAL

- A diverse lineup of food vendors offering delicious cuisines
- Culinary battles and fun games for all ages

DEMOGRAPHICS

DEMOGRAPHICS



AGE RANGE
28-70



ETHNICITY
92% BLACK OR AFRICAN AMERICANS
8% OTHER



MEDIAN INCOME
\$89,000-\$95,000



GEOGRAPHIC REACH
Primarily from Texas, with a significant number traveling from major cities like Houston, Dallas, Austin, and beyond



WHAT'S NEW?

2025 FEATURED ADDITIONS

CAR SHOW & CARNIVAL SUNDAY'S:

highlight includes an urban car show featuring categories such as Best in Show, Custom Paint, and Sound System Showdown. A mini carnival with rides and games will run alongside a food truck festival, offering something for everyone.

GLOBAL IMPACT:

A portion of the event's proceeds will support Global Abroad, a nonprofit providing scholarships and resources for students to study and volunteer internationally, fostering cultural exchange and education.

SPONSORSHIP

TIERS

SILVER

\$10000

Brand Presence:

Logo on general event signage and Urban Camp Weekend website.

On-Site Presence:

Opportunity to provide branded materials in attendee welcome bags.

General Admission Tickets:

2 weekend passes.

GOLD

\$30000

Brand Recognition:

Logo on event signage and digital promotional materials.
Highlighted on UEG's social media platforms (1 post + shared stories).

On-Site Activation:

10' x 10' vendor booth.
Opportunity to include branded items in attendee welcome bags.

VIP Tickets:

4 VIP passes for the weekend.

Carnival Area Branding:

Your logo featured in the carnival and food truck zone.

WELCOME

WELCOME



SPONSORSHIP TIERS

PLATINUM

\$5000

Brand Visibility:

Prime logo placement on event banners, merchandise, and stage backdrops.

Featured on the Urban Camp Weekend website with direct links to your brand.

Social Media Promotion:

Dedicated promotional posts to UEG's combined 500,000 followers on Facebook, Instagram, and TikTok.

Mentions in email newsletters sent to over 15,000 subscribers.

On-Site Activation:

10' x 10' premium vendor booth location.

Opportunity to distribute branded merchandise.

Valid for Two Events

VIP Tickets:

8 VIP passes, including access to exclusive areas and events.

Event Integration:

Your logo on trophies for the Best in Show and People's Choice Awards during the Car Show.

THANK YOU